GOVERNMENT OF INDIA
URBAN DEVELOPMENT
LOK SABHA

STARRED QUESTION NO:478
ANSWERED ON:06.09.2011
ADVERTISING RIGHTS TO COMPANIES
Yadav Shri Hukamdeo Narayan

Will the Minister of URBAN DEVELOPMENT be pleased to state:

(a) whether the Delhi Metro Rail Corporation (DMRC) has given the advertisement rights in respect of properties under its jurisdiction to some companies;

(b) if so, the details of those companies, the duration for which the said rights have been awarded and the amount charged therefor from each company;

(c) whether these companies have further sub-leased the said rights on higher prices; and

(d) if so, the steps taken by the DMRC to check such sub-leasing of advertising rights and to manage its own advertising work?

Answer

THE MINISTER OF URBAN DEVELOPMENT (SHRI KAMAL NATH)

(a) to (d): A Statement is laid on the Table of the Sabha.

STATEMENT REFERRED TO IN REPLY TO THE LOK SABHA STARRED QUESTION NO.478 FOR 06.09.2011 REGARDING ADVERTISING RIGHTS TO COMPANIES.

(a): Yes, Madam.

(b): The details of Companies which have been given advertisement rights with duration of contract and license fee per month, as reported by Delhi Metro Rail Corporation (DMRC) Ltd. are enclosed at Annexure.

(c): DMRC has reported that as per the terms and conditions of the contract, the advertisement rights cannot be sub-leased further by the Company.

(d): Dose not arise.